



Alerta de Artículos Recientes – Marzo 2013

Desarrollo económico, emprendimiento, innovación y comercio

Growing your business: Steps to success. March 4, 2013.

After all the hard work of writing a business plan, securing funding, hiring employees and purchasing inventory, you are finally open for business. Now what? The following steps will put you on a path toward success.

<http://iipdigital.usembassy.gov/st/english/pamphlet/2013/02/20130225142977.html#ixzz2NEsIEWTD>

Crowdfunding Matches Good Ideas with Online Investors. Stephen Kaufman. March 7, 2013.

Do you need a business loan? Can you convince strangers in the social media world that your construction plan is a wise investment? Through crowdfunding, you can take your ideas to a global audience and harness their collective support to help you meet your goals.

<http://iipdigital.usembassy.gov/st/english/article/2013/03/20130307143801.html?CP.rss=true#ixzz2MxMWvEbX>

Administration Strategy on Mitigating the Theft of U.S. Trade Secrets. Office of Management and Budget, Executive Office of the President of the U.S. February 2013.

Emerging trends indicate that the pace of economic espionage and trade secret theft against U.S. corporations is accelerating. There appears to be multiple vectors of attack for persons and governments seeking to steal trade secrets. Foreign competitors of U.S. corporations, some with ties to foreign governments, have increased their efforts to steal trade secret information through the recruitment of current or former employees. Additionally, there are indications that U.S. companies, law firms, academia, and financial institutions are experiencing cyber intrusion activity against electronic repositories containing trade secret information. Trade secret theft threatens

American businesses, undermines national security, and places the security of the U.S. economy in jeopardy.

http://www.whitehouse.gov/sites/default/files/omb/IPEC/admin_strategy_on_mitigating_the_theft_of_u.s._trade_secrets.pdf [PDF format, 141 pages, 6.76 MB].

World Economic Forum Annual Meeting 2013 Report. World Economic Forum. February 6, 2013.

The World Economic Forum publishes a comprehensive series of reports which examine in detail the broad range of global issues it seeks to address with stakeholders as part of its mission of improving the state of the world.

http://www3.weforum.org/docs/AM13/WEF_AM13_Report.pdf [PDF format, 44 pages, 5.01 MB].

U.S. Manufacturing in International Perspective. Congressional Research Service, Library of Congress. Marc Levinson. February 11, 2013.

This report is designed to inform the debate over the health of U.S. manufacturing through a series of charts and tables that depict the position of the U.S. relative to other countries according to various metrics. Understanding which trends in manufacturing reflect factors that may be unique to the U.S. and which are related to broader changes in technology or consumer preferences may be helpful in formulating policies intended to aid firms or workers engaged in manufacturing activity.

<http://www.fas.org/sqp/crs/misc/R42135.pdf> [PDF format, 22 pages, 455.24 KB].

Small Business Administration Microloan Programs. Congressional Research Service, Library of Congress. Robert J. Dilger. February 12, 2013.

The Small Business Administration's (SBA's) Microloan program provides direct loans to qualified non-profit intermediary Microloan lenders who, in turn, provide "microloans" of up to \$50,000 to small business owners, entrepreneurs, and non-profit child care centers. It also provides marketing, management, and technical assistance to Microloan borrowers and potential borrowers. The program was authorized in 1991 as a five-year demonstration project and became operational in 1992. It was made permanent, subject to reauthorization, in 1997. The SBA's Microloan program is designed to assist women, low-income, veteran, and minority entrepreneurs and small business owners and other individuals possessing the capability to operate successful business concerns by providing them small-scale loans for working capital or the acquisition of materials, supplies, or equipment. In FY2012, Microloan intermediaries provided 3,973 Microloans amounting to \$44.7 million. The average Microloan was \$11,254 and had a 8.18% interest rate.

<http://www.fas.org/sqp/crs/misc/R41057.pdf> [PDF format, 21 pages, 308.14 KB].

Ripe with Change: Evolving Farm Labor Markets in the United States, Mexico, and Central America. Migration Policy Institute. February 2013.

Mexico is in the transitional phase of being both farm labor exporter and importer: serving as the major supplier of hired labor to U.S. farms but increasingly also relying on farm workers from Guatemala. This report examines the labor market dynamics of the region, focusing on changes in the volume and composition of production, the supermarket revolution in Latin America, training and education changes, and more. It assesses the implications of these changes on workers and migration.

<http://www.migrationpolicy.org/pubs/RMSG-Agriculture.pdf> Full Text in English [PDF format, 36 pages, 1.82 MB].

<http://www.migrationpolicy.org/pubs/RMSG-Ag-Spanishbrief.pdf> Brief in Spanish [PDF format, 6 pages, 947.87 KB].

How Mobile Technology is Driving Global Entrepreneurship. Darrell West. Brookings Institution. December 2012.

The report examines mobile entrepreneurship's key role in expanding opportunities for social and economic development around the world. Examining places like Nigeria, Egypt, and Indonesia, West notes that micro-entrepreneurs generate 38 percent of the gross domestic product, generating new ideas, business models, and ways of selling goods and services. As part of the Center for Technology Innovation's Mobile Economy Project, West analyzes the importance of wireless technology for entrepreneurship, how mobile improves access to capital and market information, how it helps entrepreneurs serve broader geographic areas and reach new customers, the manner in which it empowers women and the disadvantaged, and the way mobile payments stimulate economic development.

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